

#### CITY OF NEW ORLEANS

Mitchell J. Landrieu, Mayor

MITCHELL J. LANDRIEU MAYOR PURA S. BASCOS DIRECTOR

October 31, 2012

Dear CPNC holder,

In April of this year, the City passed several laws which will directly impact and improve the for hire industry in New Orleans. The ordinances cover a variety of items including creating an accessible taxicab program, ensuring driver and passenger safety, improving the taxicab bureau and increasing vehicle standards.

The new ordinances require that all taxicabs be equipped with a Bureau-approved credit/debit card passenger information monitor (PIM). Additionally, the new laws require that the PIM be hardwired to the meter and bolted to the head rest or in an approved area in the rear passenger compartment of the vehicle. Furthermore, it requires that the driver log into the PIM system via a unique identification number or via biometrics. Finally, the law provides for unlimited internet access to PIM data to find lost items and resolve complaints.

The New Orleans Taxicab and For Hire Vehicle Bureau encourages all CPNC holders to enter into contract agreements with bureau approved providers to sell, rent, lease or permit use of credit/debit card passenger information monitors and security camera systems as soon as possible or risk revocation of your CPNC numbers in light of compliance deadlines.

We remind CPNC holders that to make implementing these reforms more affordable, there are a number of small business assistance programs available to drivers for the financing of a replacement vehicle, including the City's recently launched Small Business Assistance Fund (SBAF). You are encouraged to get your application in by November 15 to be in compliance. For more information on this initiative and to obtain an application, you can contact the program administrator, NewCorp at (504) 208-1700 or online at www.newcorpinc.com.

Other community-based financial institutions have also expressed an interest in lending funds to implement these reforms, including Hope Enterprise Corporation, Regional Loan Corporation/Business Resource Capital Specialty, and Accion Texas-Louisiana.

The Bureau would like to reiterate that PIM systems and security camera systems must be completed and installed in all taxicabs by the vehicle's first scheduled inspection date for each Taxicab CPNC vehicle on or our after August 20, 2012. Below, we are once again providing lists of approved vendors and local shops where the equipment can be installed. We want to work with you to ensure that you are compliant and therefore are strongly encouraging all CPNCs to enter into contracts with approved vendors as soon as possible so that this process is not delayed and so that you do not risk revocation.

If you have any questions or concerns, please do not hesitate to contact us at 504-658-7170.

Sincerely.

Malachi S. Hull Deputy Director

Department of Safety & Permits



# **TAXICAB REFORM – REQUIRED VEHICLE IMPROVEMENTS**

In April 2012, the New Orleans City Council passed a series of taxicab reform ordinances to improve the for hire industry in New Orleans. The ordinances cover a variety of items including creating an accessible taxicab program, ensuring driver safety, improving the taxicab bureau and increasing vehicle standards. Complete listings of the taxicab ordinances are available online at <a href="https://www.nola.gov">www.nola.gov</a>. All required taxicab improvements are effective as of August 1, 2012.

# Mandatory Credit Card Acceptance & Driver Safety Equipment and Security Cameras

All taxicabs must be equipped with Bureau approved Payment Cards Industry Data Security Standard (PCI DSS) compliant Passenger Information Monitor (PIM) and driver safety camera system and silent alarm feature to notify dispatch when a driver is in distress.

### Approved Vendors

- Creative Mobile Technologies, LLC
- Taxi Magic/Ride Charge, Inc.
- VeriFone Transportation Systems
- Dialie Transportation
- VerifEye Technologies, Inc. (Security Cameras Only)
- 24/7, Inc. (Security Cameras Only)

Credit card equipment and security cameras are leased directly from qualified vendors for no up-front cost or a small fee.

#### **GPS Equipment**

All taxicabs must be equipped with a Bureau approved GPS device to assist drivers in navigating the City. GPS equipment can be purchased in stores or online for as low as \$120. The GPS systems can be easily self-installed.

### Approved Models

GARMIN	MAGELLAN	TOM TOM	MOBILE KNOWLEDGE
Nuvi 2455 LMT	5045 – LM	VIA 1535 TM	Mobile Nav – 3010G
Nuvi 2495 LMT	2230T – LM	VIA 1405 TM	DriveLinQ Dispatch App
Nuvi 2555 LMT	5220 – LM	VIA 1435 TM	,
Nuvi 2595 LMT	9055 – LM	GO 2535 M LIVE	
	2136T – LM		

# **Top Lights**

All taxicabs must be equipped with a top light. Advertising top lights can be provided free of charge to taxicab companies. Top light installation is approximately \$135.00.

# Bracket Receptacle - Passenger's Bill of Rights

All taxicabs shall have two brackets installed on the rear of the front seat headrest. Brackets are available at Ellis Taximeter Shop for \$60.00.

### **Fleet Age Requirements**

Limits taxicab age to 11 model years for vehicles to be operated as taxicabs. Effective January 1, 2013, any vehicle placed in service cannot be greater than 5 model years. Effective January 1, 2014, no vehicle greater than 7 model years may be operated as a taxicab.

The following community-based financial institutions are prepared to assist taxicab drivers with financing:

Accion Texas-Louisiana 3400 Tulane Ave, Suite 1000 New Orleans, LA 70126 (504) 270-9081 Hope Enterprise Corporation 1726 O.C. Haley Blvd New Orleans, 70113

NewCorp Business Assistance Center Small Business Assistance Fund 2900 St. Bernard Ave. New Orleans, LA 70019 (504) 208-1700 Regional Loan Corporation/Business Resource Capital Specialty 330 Camp St. New Orleans, LA 70130 (504) 524-6172 X105

All vendors have install teams in place in New Orleans to assist drivers in fulfilling their required vehicle improvements.

# **Credit/Debit Card Vendors**

Creative Mobile Technologies, LLC
42-50 24th Street
Long Island City, NY 11101
John Crant - Director of Sales and Marketing
347-527-9196 – Office
718-350-5094 – Cellular
icrant@cmtnyc.com

Dialie Transportation, Inc.
724 W. Washington Blvd.
Chicago, IL 60661
Patrice Berthome - President
312-239-0432 - Office
pberthome@dialie.com

Taxi Magic / Ride Charge, Inc. (TM)
5904 Old Richmond Hwy.
Suite 600
Alexandria, VA 22303
Dan Fedor - Regional Sales Manager
312-476-9196 – Cellular
dfedor@taximagic.com

VeriFone Transportation Systems 37-03 21st Street Jeff Karasyk - VP of Sales Long Island City, NY 11101 718-752-1656 Ext. 228 - Office 347-848-4354 - Cellular jeffrey k1@VeriFone.com

# **Driver Security Camera System Vendors**

VerifEye Technologies, Inc.
151 Whitehall Dr. Unit 2
Markham, ON L3R 9T1
Terry Walker - Vice President, Marketing and Sales
905-948-0015 ext. 234 - Office
twalker@verifeye.com

24/7 Security, Inc. 6185 Danville Road, Suites #1-4 Mississauga, ON L5T 2H7 Nelson Barros - Project Manager 905.362.8090 ext. 144- Office nelsonb@247securityinc.com

# **Install Shops**

Abe's Meter Shop 2437 Florida Ave Kenner, LA 70062 504-465-0428 taximeter@att.net

Ellis Meter Shop 3229 D'Hemecourt St. New Orleans, LA 70119 504-822-6508 rellis@nocoxmail.com

American Taxi, LLC 201 N. Claiborne Ave. New Orleans, LA 70112 504-333-1141 504-344-7920 p\_barakat@yahoo.com Mid-City Automotive 1915 Canal St. New Orleans, LA 70112 504-566-7886 chrisfraino@yahoo.com

New Orleans Elite Meter Shop Euphrosine St. New Orleans, LA 70125 504-207-7676 genegekker@yahoo.com

# Licensed Meter Installer

Monco II, Inc 600 Jackson, Ave New Orleans, LA 70130 504-669-4796 Monco2@colemancab.com